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ABSTRACT

This guide for developing programs for adult learners is called "interactive" because it involves cooperation among planners, organizational sponsors, and program participants. The following are among the topics covered in the guide's 14 chapters: understanding the program planning enterprise (who plans programs and how); using the interactive program planning model (identifying personal beliefs, developing upfront assumptions, deciding which planning model components to use, making ethical decisions in program planning); establishing a basis for the planning process; identifying program ideas (knowing goals, generating new program ideas, using program ideas); sorting and prioritizing program ideas (determining priorities and considering alternative interventions); developing program objectives (defining and constructing program objectives and using them as checkpoints); preparing for the transfer of learning; formulating evaluation plans (systemic program evaluation, informal and unplanned evaluation opportunities, collecting/analyzing data, examining program failures, formulating recommendations); determining formats, schedules, and staff needs; preparing budgets and marketing plans; designing instructional plans (developing learning objectives, selecting/sequencing content, selecting instructional techniques, assembling instructional materials, preparing for instructional evaluation, and making instructional plans work); coordinating facilities and on-site events; and communicating a program's value. The book contains 8 figures, 6 tables, 51 exhibits, and 192 references. All chapters except the second contain applications exercises. (MN)